

We make it EASY for you to go INTERNATIONAL!

SUSTA Generic promotions are open to small and medium-sized suppliers of food, beverages and other agricultural products. Participate in trade events at a low cost, and get the benefits of experienced assistance and turnkey packages designed to help you enter the global marketplace.

2010 EVENTS



SUSTA
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Southern United States Trade Association

EVENT	LOCATION	DATES
AFRICA		
Morocco Outbound Trade Mission	Morocco	June
Agrifood Manufacturers & Producers Expo	Johannesburg & Guateng, South Africa	July 24-26
South Africa Outbound Trade Mission	Johannesburg, Durban, & Cape Town, South Africa	July 27-30
HACE	Cairo, Egypt	October 24-27
ASIA		
China Outbound Trade Mission	Shanghai & Guangzhou, China	April 19-23
FOODEX	Tokyo, Japan	March 2-5
Aahar	New Delhi, India	March 10-14
 All China Leather Exhibition	Shanghai, China	March 26-28
 Wine and Gourmet Japan	Tokyo, Japan	April 7-9
Food and Hotel Asia	Singapore	April 20-23
ThaiFex	Bangkok, Thailand	May 12-16
Seoul Food and Hotel	Seoul, South Korea	May 12-15
SIAL China	Shanghai, China	May 19-21
Food Taipei	Taipei, Taiwan	June 23-26
Thailand Outbound Trade Mission	Bangkok, Thailand	July 12-16
China Outbound Trade Mission	Chengdu & Beijing, China	September
India Outbound Trade Mission	India	September
Vietnam Outbound Trade Mission	Hanoi & Ho Chi Minh City, Vietnam	September
 Busan International Seafood & Fisheries Expo	Busan, South Korea	November
Food & Hotel China	Shanghai, China	November
Japan Food Service Seminars	Tokyo, Japan	November
World Food Kazakhstan	Almaty, Kazakhstan	November 2-5
IFE India	New Delhi, India	December
CENTRAL AMERICA		
Panama Outbound Trade Mission	Panama	August

Trade Shows

Exhibit in a SUSTA pavilion or booth at a major international trade show for as little as 15 percent of the original booth cost. Our trade show packages offer furnished booth space and signage, and can include additional services such as interpreter assistance, shipping for samples, pre-arranged buyer meetings, market briefings and product assessments.

Inbound Trade Missions

Meet foreign buyers without leaving the United States during inbound trade missions. These events (formerly known as reverse trade missions), held at major trade shows or in cities throughout the southern region, provide opportunities for you to display products and meet with international buyers close to home.


Outbound Trade Missions

Travel overseas to meet buyers and learn more about your export

EUROPE

 IPM Essen	<i>Essen, Germany</i>	January 26-29
 European Horticulture Outbound Trade Mission	<i>Germany & Italy</i>	Jan. 30-Feb. 2
ANFAS	<i>Antalya, Turkey</i>	February 10-13
 Virtual Wine Tasting	<i>United Kingdom</i>	March
Iberian Peninsula Outbound Trade Mission	<i>Lisbon, Portugal & Barcelona, Spain</i>	March 17-26
Alimentaria	<i>Barcelona, Spain</i>	March 22-26
 Le Show Moscow	<i>Moscow, Russia</i>	March 26-28
GastroNord	<i>Stockholm, Sweden</i>	April 20-23
 European Seafood Exposition	<i>Brussels, Belgium</i>	April 27-29
 European Turf Outbound Trade Mission	<i>Timisoara, Romania</i>	May
 London International Wine and Spirits Fair	<i>London, United Kingdom</i>	May 18-20
Germany In-Store Promotion	<i>Germany</i>	June-July
Sweden In-Store Promotion	<i>Sweden</i>	July-August
Specialty Produce In-Store Promotion	<i>London, United Kingdom</i>	July-August
World Food Moscow	<i>Moscow, Russia</i>	September 14-17
GIDA	<i>Istanbul, Turkey</i>	September 23-26
Netherlands In-Store Promotion	<i>Netherlands</i>	September-October
SIAL Paris	<i>Paris, France</i>	October 17-21

MIDDLE EAST

Gulfood	<i>Dubai, United Arab Emirates</i>	February 21-24
 IPM Dubai	<i>Dubai, United Arab Emirates</i>	March 8-10
Saudi Arabia Trade Show & Outbound Trade Mission	<i>Jeddah, Saudi Arabia</i>	May 16-20
Jordan Outbound Trade Mission	<i>Amman, Jordan</i>	June

NORTH AMERICA

ANTAD	<i>Guadalajara, Mexico</i>	March 2-4
SIAL Canada	<i>Montreal, Canada</i>	April 21-23
Go South! Canada Outbound Trade Mission	<i>Canada</i>	May 12-14

PACIFIC RIM

Fine Food Australia	<i>Melbourne, Australia</i>	September 13-16
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and learn more about your export potential during an outbound trade mission. In addition to displaying products and meeting one-on-one with key contacts, you can become familiar with the market through retail and food service tours, product assessments and market reports.

In-Store Promotions

Contribute products for promotions in major supermarkets, department stores and other foreign retail outlets. Develop relationships with importers while gaining exposure among consumers in the market.




Chef Promotions

Influential chefs trained by SUSTA demonstrate southern U.S. ingredients and cuisine during menu promotions. Send product samples to gain exposure to high-profile executive chefs, restaurateurs and other key contacts in the food service sector.



WWW.SUSTA.ORG/EVENTS

SOUTH AMERICA

 Peru and Ecuador Outbound Trade Mission	Lima, Peru & Quito, Ecuador	March 15-19
 Ecuador Aquaculture Outbound Trade Mission	Quito, Ecuador	April 11-16
Barrels & Staves Promotion at SITEVI Mercosur	Mendoza, Argentina	May
 Argentina Horticulture Outbound Trade Mission	Argentina	June
Chile Outbound Trade Mission & In-Store Promotion	Santiago, Chile	July 2-8
Brazil Outbound Trade Mission	Brazil	July-August

UNITED STATES - INBOUND TRADE MISSIONS & SHOWS

Sweden Inbound Trade Mission	SUSTA Region	January
Germany Inbound Trade Mission	SUSTA Region	March
 Central America Aquaculture Feed Inbound Trade Mission	Georgia & Alabama	March 1-5
 Korea Seafood Inbound Trade Mission	Boston, MA & SUSTA Region	March 14-16
Korea Inbound Trade Mission	Maryland & Georgia	March 22-27
Memphis in May Inbound Trade Mission	Chicago, IL & SUSTA Region	May
Go South! Canada Inbound Trade Mission	Texas	May 24-28
Brazil Inbound Trade Mission	SUSTA Region	June
Japan Inbound Trade Mission	Florida & Texas	June
Middle East Inbound Trade Mission	Annapolis, MD; Washington, DC; Raleigh, NC & Austin, TX	June
Netherlands Inbound Trade Mission	SUSTA Region	June
New Zealand Inbound Trade Mission	New York, NY & SUSTA Region	June
Caribbean/Central America Inbound Trade Mission	Miami, Florida	June 21-25
New York Fancy Food Show	New York, NY	June 27-29
Go South! Canada Inbound Trade Mission	Florida	July
Go South! Canada Inbound Trade Mission	Tennessee	July
Chile Inbound Trade Mission	Florida & Georgia	July 12-17
 European Horticulture Inbound Trade Mission	Atlanta, GA; Nashville, TN & Orlando, FL	August
 Japan Wine Inbound Trade Mission	SUSTA Region	August 16-20
Mexico Inbound Trade Mission	Atlanta, GA & Oklahoma City, OK	September
Taiwan Inbound Trade Mission	Atlanta, GA & Louisville, KY	October
South America Staves Inbound Trade Mission	Virginia	October-November

Market Access Program Branded

The MAP Branded program offers up to 50% reimbursement for international promotions, including advertising, printed sales materials, and travel to exhibit at international trade shows. Visit www.susta.org/2010branded.html to request more information about the program, and learn how your company can double its marketing budget!



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